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BLUE RIDGE CORRIDOR PLAN

Approved by the City Plan Commission

August 21, 1990

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Resolution 900404

Prepared by the CITY PLANNING & DEVELOPMENT DEPARTMENT Planning & Urban Design Division

October 1990



PREFACE

Because of current development and redevelopment interest in the Blue Ridge Corridor Area, the City Council directed the City Planning and Development Department, in Resolution 64975, to prepare a project plan (a plan that provides a physical development plan for an area experiencing some level of interest in development of redevelopment) for the Blue Ridge Corridor Area. This plan covers the area generally between 83rd Street and the Grandview City Limits, and between James A. Reed Road and I-435/71 Highway. Project plans cover less geographic area and fewer subject areas than do area plans, which are comprehensive and cover all aspects of the development of an area.

During the planning process, the staff of City Planning and Development met numerous times with interest groups in the community to seek their input, and many of their comments are incorporated into this plan. Staff from other City departments, especially Public Works, also provided much needed review and assistance.

This plan was prepared by Jose Aponte and Patty Elbert under the supervision of Judy Hansen, Chief of the Planning and Urban Design Division of the City Planning and Development Department.

We would like to thank all those who participated in the preparation of this plan for their valuable contributions.

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INTRODUCTION

The Blue Ridge Corridor Plan area is located approximately 15 miles from downtown Kansas City, Missouri. The area is generally bounded on the north by 83rd Street, Grandview City Limits on the south, James A. Reed Road on the east, and I-435/71 Highway on the west (see Blue Ridge Corridor Plan Area Boundaries Map on page 2). The area contains approximately 5,900 acres (9 square miles).

This report is intended to provide the City with information that will help guide zoning and development decisions in the Blue Ridge Corridor Area. The implementation of the land use policies will lead to the eventual development of the area as an efficient office/retail/residential corridor.

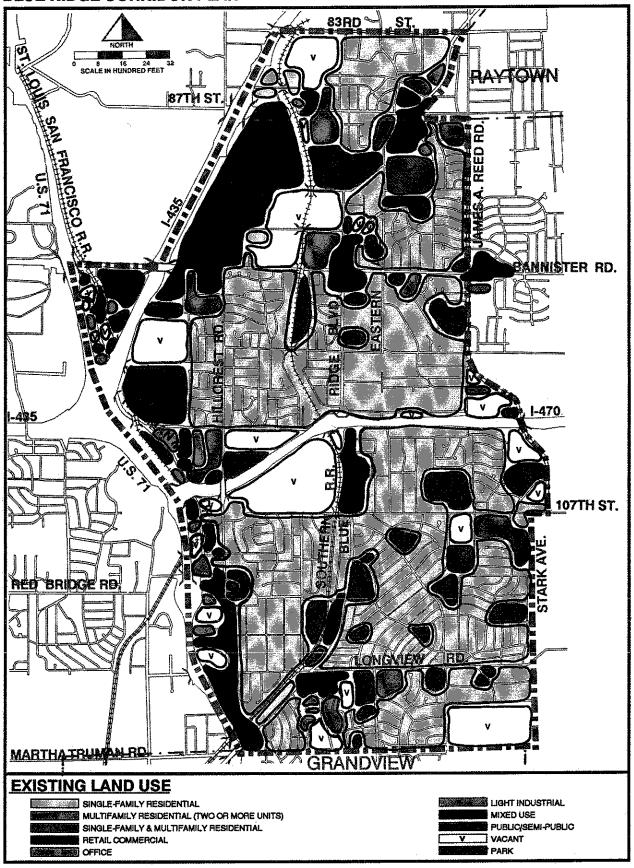
The plan will provide guidelines for developing vacant land and potentially redevelopable parcels, and for coordinating growth and development in the entire corridor, to allow for better traffic circulation, pedestrian movement, architectural compatibility, signage, and buffering from adjacent land uses. The plan will also accomplish the following goals:

- Maximize opportunities for additional development and for improved development quality.
- Maintain the quality of, and protect, existing, stable residential neighborhoods.
- Improve the relationship of uses adjacent to one another so that areas are adequately buffered from high intensity uses.
- Allow for transitions to higher intensity uses in areas where the street network and the intensity of adjacent development make such development appropriate.
- Minimize further strip development of higher intensity uses in the area and cluster high intensity uses at major intersections.

- Because of the large amount of retail already in the area, minimize additional retail development except where such development is appropriate because of proximity to other relatively intense uses.
- Encourage office development that will upgrade the visual and design character of the area without the intensity of retail development and that will provide nearby employment opportunities for area residents.
- Upgrade the appearance of retail and office areas and major arterials. Encourage boulevard-like improvements on major arterials and adherence to design guidelines for development areas.
- Improve infrastructure (streets, bridges, utilities) to solve problems and as needed for future development.
- Take advantage of the amenities of, and around, the regional shopping center to provide viable development opportunities for high quality development.
- Look for opportunities to accentuate and upgrade locations in the planning area that are gateways to this part of the city. Minimize intrusions that negate this sense of place.

Physical characteristics are important influences on land development. Physical factors, among other things, have influenced the pattern of land use. Their study will aid in the understanding of how present characteristics have helped shape present land use. This understanding will in turn help to determine how future land use should be shaped.

BLUE RIDGE CORRIDOR PLAN



EXISTING LAND USE

For the purpose of this report, shopping districts were also classified as neighborhood oriented and community oriented. This classification was based on the size of the site and on the types of services provided.

Table 1 on page 8 classifies the shopping centers and districts in the area according to the above categories. They are also shown on the map on page 9.

There are about 132 acres of industrial uses (2 percent of the total land). These uses are mainly concentrated in the western boundaries of the area along Hickman Mills Drive.

Table 2 on page 10 indicates the amount of each land use in the area.

GEOGRAPHICAL DISTRIBUTION OF LAND USE

Residential Development

- a) Single-family subdivisions are scattered throughout the area.
- b) Multifamily development is also located throughout the area. However, there is a large concentration of units in the northwest and central part of the area within a mile radius of Bannister Mall.

Commercial Development

- a) Along Blue Ridge Boulevard
- b) Bannister Mall/Benjamin Plaza
- c) Along Bannister Road
- d) Along 87th Street
- e) Along Hickman Mills Drive

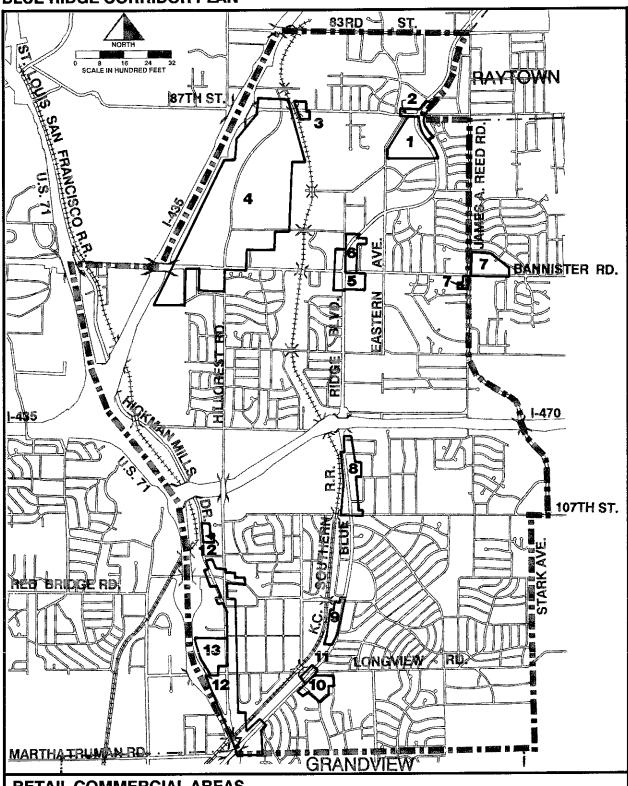
Offices

- a) Bannister Mall/Benjamin Plaza
- b) Blue Ridge and 87th
- c) Hickman Mills Drive/103rd Street

Industrial

- a) Hickman Mills Drive
- b) 103rd Street

BLUE RIDGE CORRIDOR PLAN



RETAIL COMMERCIAL AREAS

- LOMA VISTA
- AREA NORTH & EAST OF THE LOMA VISTA SHOPPING AREA
- VICKERS PLAZA AREA
- BANNISTER MALL/BENJAMIN PLAZA AREA
- BANNISTER RIDGE AREA
- 6 AREA NORTH OF BANNISTER RD. & BOTH SIDES OF BLUE RIDGE BLVD.
- 7 ROBANDEE AREA
- 8 1-470 TO 107TH ST. AREA, ON BOTH SIDES OF BLUE RIDGE BLVD.
- RUSKIN SHOPPING CENTER
- 10 LONGVIEW SQUARE
- 11 AREA WEST OF LONGVIEW SQUARE
- 12 HICKMAN MILLS DRIVE AREA FROM I-470 TO BLUE RIDGE BLVD.
- 13 BUILDERS SQUARE

CHARCTER OF THE AREA

The area also contains a wide price range of good housing stock -- from reasonably priced single-family residential units to a wide range of medium to high priced single-family and multifamily units.

EXISTING ZONING

Zoning within the Blue Ridge study area, shown on page 12, is predominantly single-family residential (78 percent), being dispersed evenly throughout the area except for a strip of commercial and industrial zoning lying along the entire eastern length of I-435 and 71 Highway. Multifamily zoning is scattered throughout the area on 12 sites and comprises approximately six percent of the total 5,900 acres.

Office districts, zoned either R-4O or R-5p, are located on the west side of Blue Ridge Boulevard at about 86th Street, near Marsh Avenue and 108th Street and near Holiday Drive and 117th Street. A large office-zoned tract is situated on the south side of 103rd Street east of Hickman Mills Drive. Zoning for strictly office use is less than one percent of the total study area.

Commercial zoning tends to be clustered at major intersections with a large regional planned commercial tract lying at the northeast quadrant of Bannister Road and I-435, encompassing the Bannister Mall/Benjamin Plaza area. Other commercial areas are a conglomeration of planned or unplanned local or neighborhood zoning districts. Major nodes of business activity are found at the intersections of 1) Blue Ridge Boulevard and 87th Street; 2) Bannister Road/Blue Ridge Boulevard; 3) Bannister Road/ James A. Reed Road; 4) along Blue Ridge Boulevard between I-470 and 107th Street; and 5) the Blue Ridge Boulevard/ Longview Road area. Also, commercial uses lie along Hickman Mills Drive from 107th Street south to Longview Road. The latter is predominantly older, "open" zoning, meaning that a specific development plan was not required. Approximately 14 percent of the total land area within the study area is zoned commercial.

Industrial zoning is located along 71 Highway between 96th and 106th Streets as well as between 107th Street and Red Bridge Road. Only about one percent of the study area is zoned for this use. It should be noted, however, that some industrially

EXISTING ZONING

zoned land may actually accommodate office use, as in the case of the Marion Laboratories property, located at 103rd Street and Hickman Mills Drive.

Minimal agriculturally zoned land remains within the study area--a tract at the southwest corner of Longview Road and Food Lane and within excess right-of-way along 71 Highway and I-470.

Comparing existing land use to zoning and approved plans shows that all commercially zoned property is occupied as such, with the exception of portions of the developing Benjamin Plaza, a small piece at the southwest corner of Bannister and James A. Reed Roads, and part of the Builders Square planned site at Longview Road and 71 Highway. Undeveloped, industrially zoned property on the Marion Merrill Dow, Inc. site remains; however, plans have been approved for expansion of Marion Merrill Dow, Inc. There is not, therefore, an abundance of undeveloped, speculative, commercially zoned land.

There are, however, large areas of vacant, residentially zoned land that could develop residentially. An approved Community Unit Project (CUP) Plan for the area from I-470 to 107th Street, between Hillcrest Road and the Kansas City Southern Railroad right-of-way has not been built, nor has a CUP at the southwest corner of 83rd Street and Winchester Avenue. These are the only approved plans for residential projects in the areas that are residentially zoned.

There is also a vacant land tract on the north and south sides of 93rd Street east of the Bannister Mall/Benjamin Plaza area. The property is zoned single-family residential but more intense uses are appropriate for the area. The property will likely be rezoned to a more intense zoning category when a development plan is submitted.

TRANSPORTATION

The Blue Ridge Study area is served by several freeways and highways, as well as several primary arterial roadways, (see Major Street Plan on page 14). I-435, at the northwest boundary of the study area, is a six-lane freeway that operates as a bypass route around the eastern and southern sections of this part of

TRANSPORTATION

Kansas City. I-435 intersects with U.S. 71 Highway and I-470 within the study area. U.S. 71 is a four-lane highway running north-south along the western study-area boundary and I-470 is a four-lane freeway running east-west through the middle of the area.

Major east/west streets include 87th Street (classified by the major street plan as a primary arterial), located along the northern border of the study area and having four lanes east of I-435 (interstate); Bannister Road (primary arterial), currently a fourlane road lying on a heavily traveled route from James A. Reed Road (secondary arterial) to U.S. 71 Highway (freeway); 103rd Street (local street), of which a small segment serves the Marion Merrill Dow, Inc. site east of the I-435/U.S. 71 interchange; 107th Street (shown as a secondary arterial, on the Major Street Plan), a two-lane road running east from Hillcrest Road; Red Bridge Road (primary arterial), a two-lane road; and Longview Road, shown as a secondary arterial on the Major Street Plan and expected to provide access to the developing Longview Lake area.

Major north/south streets are Blue Ridge Boulevard, a four-lane primary arterial running through the study area and intersecting with all east/west routes; Hillcrest Road, which is two lanes south of Bannister Road but four lanes north of Bannister Road and serves the Bannister Mall/Benjamin Plaza developments; and Hickman Mills Drive (secondary arterial north of Bannister Road), which is predominantly two lanes (four in some locations), and generally parallels U.S. 71 Highway.

Enhanced by its proximity to the Interstate 435/470 system, the Blue Ridge Corridor Study Area is also well-served by the existing street network. The pattern of north/south and east/west streets allows traffic to move through the area, being inhibited only by congestion on certain routes, which will be detailed below. The adequate system that is in place, however, could be improved by widening existing routes so as to improve traffic flow during peak periods.

A land use and transportation study done for the City by Crawford, Bunte, Brammeier/Jack Leisch and Associates in 1986 examined traffic counts and patterns and predicted that traffic volumes in the vicinity of Bannister Mall/Benjamin Plaza would more

TRANSPORTATION

In conjunction with detailed recommendations made in the Crawford, Bunte Study, additional improvements to alleviate congestion within the Blue Ridge Corridor area as well as allow further development are proposed. See the Recommended Transportation Improvements map on page 18.* These projects should be undertaken as City funds and/or developer contributions become available. (A portion of the study area is within the I-435/I-470 Corridor Study Area, meaning that developer contributions are paid to the City to fund certain transportation improvements. Contributions vary, depending on the square footage and uses proposed.) These projects include:

- Continued widening of Bannister Road to eventual 6 lanes from U.S. 71 Highway to Blue Ridge Boulevard. (Part is funded and likely to occur in 1991.)
- Widening of 87th Street from U.S. 71 Highway to I-435 to four lanes, then continue widening to six lanes to KC Southern Railroad overpass.
- Widening Longview Road from Grandview Road to Stark Avenue.
- Widening Red Bridge Road from Hickman Mills Drive to Blue Ridge Boulevard.
- Realignment and reconstruction of Hickman Mills Drive to encourage greater use, especially at Bannister Road/ Elmwood and near 103rd Street (presently under construction).
- Reconfigure interchange at I-435 and 87t Street, including a loop ramp in the southwest quadrant.
- Reconstruction of railroad overpasses on 87th Street, Bannister Road, Red Bridge Road, Longview Road, and Hickman Mills Drive in conjunction with widening projects, and reconstruction of railroad underpass at 86th Street.
- Construction of West Longview Parkway from Raytown Road at 109th Street to 107th Street.

^{*} The 91st Street improvement illustrated on this map will be undertaken only after the study described on page 17 is completed to determine the best location of the possible 91st Street crossing of I-435 and the proper right-of-way needed.

PUBLIC TRANSPORTATION

Public bus service to downtown is provided by the Area Transportation Authority (ATA) through the Blue Ridge Route (route 28). The Bannister Mall/Benjamin Plaza area is served by the Troost Route (route 25), and a small bus route (route 96) provides service between Bannister Mall and two of the shopping centers in the area (Robandee and Loma Vista). As a result of the emergence of the Bannister Mall area as a major employment center, the ATA recently improved the bus service (Troost Route) to the I-435/Bannister Road area. However, the ATA should study the demand for bus service in the study area to determine if the current bus service should be improved and if additional bus shelters are needed.

PEDESTRIAN CIRCULATION

Pedestrian circulation should be a high priority in the planning area because of the major activity centers in the area and because there are numerous children living in the planning area. The Subdivision Regulations — which require sidewalks on both sides of the street — should continue to be enforced. Pedestrian linkages that connect the several shopping centers and shopping districts in the area should be developed. For example, continuous sidewalks should be built on both sides of Blue Ridge Boulevard and Bannister Road. Methods of funding these sidewalks, such as Neighborhood Sales Tax funds and special benefit districts, should be explored.

STREETSCAPE

The planning area contains several streets -- Bannister Road, Blue Ridge Boulevard, Hickman Mills Drive -- that could be made more visually pleasant by the use of coordinated landscaping materials, coordinated signage, pedestrian lighting, unique sidewalk materials, etc. At those intersections where buildings are setback far enough from the edge of the right-of-way, special entranceways could be created by placing low-growing vegetative ground cover. Additional street trees and bushes would also greatly improve the appearance of these roadways and would help give a sense of identity to the developments along these streets, along with the improvements suggested above.

ultimate "built-up" population, assuming vacant property is developed and certain redevelopment occurs.

Two sources were consulted to obtain projections. First, Mid America Regional Council (MARC) forecasts, released in 1988, estimate population for 1990, 2000, and the year 2010. Table 3 below shows that population will have increased 2.9 percent between 1980 and 1990, with a 12.8 percent increase in the number of households. For the period 1990 to 2000, similar increases in population and households are projected, 2.6 and 11.6 percent, respectively. Growth is then expected to taper off between the years 2000 and 2010, with only a 0.3 percent population increase and a 4.9 percent increase in number of households.

Secondly, the City-Wide Planning Division of the City Planning and Development Department, using the number of 1980 dwelling units and the numbers of units demolished and constructed, has projected the number of 1990 households and the population. The following charts summarize MARC and City Planning and Development projections and show percentage changes in household size and population.

TABLE 3

FORECASTS OF POPULATION AND NUMBER OF
HOUSEHOLDS COMPARED WITH PAST LEVELS U.S. CENSUS
AND MID-AMERICA REGIONAL COUNCIL (MARC) FORECASTS*

	Population	Number	Numercial Change	Percent Change
	1960 (Census)	19,901		
	1970 (Census)	35,367	15,466	77.7 %
	1980 (Census)	34,007	(1,360)**	(3.8)%
	1990 (Forecast)	35,000	993	2.9 %
	2000 (Forecast)	35,900	900	2.6 %
	2010 (Forecast)	36,000	100	0.3 %
	Households			
	1960 (Census)	5,106		
Data pertain to Census Tracts	1970 (Census)	9,527	4,421	86.6 %
129.01, 129.02, 130.02, 130.03, 131.00, 132.01, 132.02 which	1980 (Census)	11,432	1,905	20.0 %
generally conform to the study-	1990 (Forecast)	12,900	1,468	12.8 %
area boundaries.	2000 (Forecast)	14,400	1,500	11.6%
* Parenthesis indicates decrease	2010 (Forecast)	15,100	700	4.9 %

RETAIL DEVELOPMENT POTENTIAL

the immediate area adjacent to the store (groceries, drugstore), or may cover the area within a radius of 4 miles from the site (large department store, furniture store). The boundaries of a trade area will depend on the accessibility of the stores by automobile or public transportation, the location of existing competition, the uniqueness of the merchandise being sold, the population of the area, and shoppers' habits. Trade areas, however, are not the only factor that will determine the location of retail commercial uses. Other factors that should influence the location of retail commercial facilities are:

- 1. The amount of land zoned for commercial uses that has not been developed,
- 2. Physical contraints such as topography or flood plains,
- 3. Type of land use surrounding the site,
- 4. Size of the parcel,
- 5. Visibility from street intersections,
- 6. Relationship to highway system,
- 7. Access from major roads, and
- 8. Vehicular and pedestrian traffic.

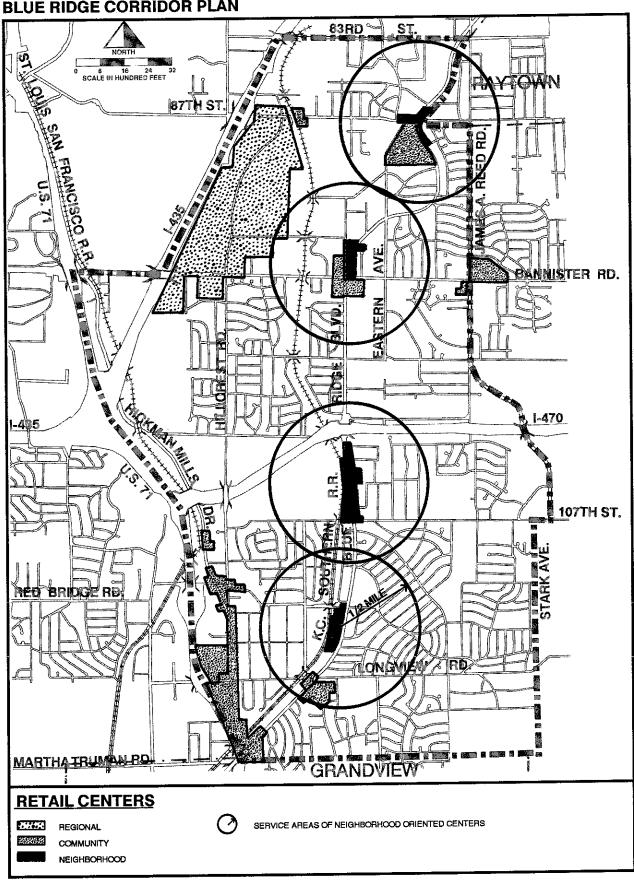
The above factors were used to determine the most appropriate areas for retail commercial uses in the proposed land use section of this plan (see page 27).

In addition to the factors above, an area can only support a certain amount of commercial facilities. Planning criteria discussed earlier, page 6, suggest the following desirable amounts of land for each type of retail shopping: a) Neighborhood Retail -- 1 acre per 1,000 population; b) Community Retail -- 0.75 acres per 1,000 population; and c) Regional Retail -- 0.67 acres per 1,000 population.*

The population analysis indicated that the eventual population of the area will be about 41,636 people. Using this population figure and the desirable amount of each type of retail use just described, the desired amount of each type of retail use (in acres) in the planning area is shown in Table 5, page 24.

^{*} Urban Planning and Design Criteria, Joseph DeChiara/Lee Koppelman, Third Edition, 1982 p.479.

BLUE RIDGE CORRIDOR PLAN



STRIP COMMERCIAL DEVELOPMENT

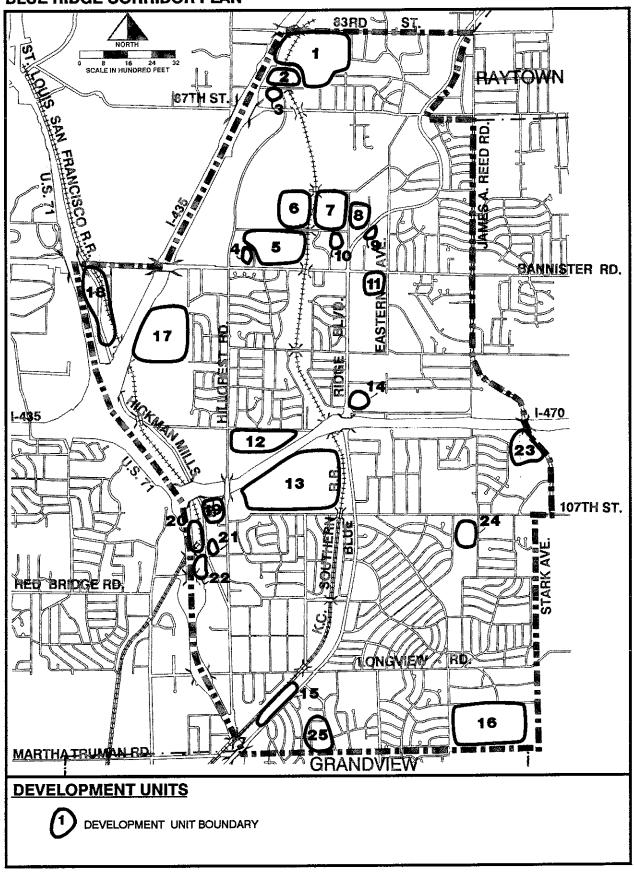
Strip commercial development results when non-residential streets are lined continuously with retail commercial and service oriented businesses (repair shops, gas stations). Strip commercial development can present several problems: difficult left turns onto the property from the street, numerous curb cuts, shallow lots, poor relationship to adjacent residential uses, poorly designed parking, no unity of design, sometimes poor upkeep of the grounds and buildings, no landscaping, and random and cluttered signs. Therefore, to avoid the problems just mentioned, retail commercial uses should be clustered at the intersections of major arterials.

The planning area contains two such strip commercial developments: one between I-470 and 107th Street on both sides of Blue Ridge Boulevard, and another one along Hickman Mills Drive. These two areas present the typical problems of strip development just described, but because these areas are mostly zoned open commercial (no site plan is required), the opportunity to improve the image of these areas is limited. However, if owners of these areas request rezoning to uses not permitted by their existing zoning, the City has the opportunity to improve these strips. Improvement of internal circulation, elimination of curb cuts to improve the traffic problems (less left turns from the street), and better urban design guidelines (e.g. landscaping, location of buildings) can be addressed at the time of rezoning. For example, the strip commercial area on Blue Ridge Boulevard can be greatly improved by screening parking lots from the street with planters, discouraging billboards of any type, and by enforcing the Zoning Ordinance and property maintenance codes to insure proper use of the property and maintenance of existing buildings.

PROPOSED LAND USE

It is essential that future development and redevelopment in the Blue Ridge Corridor Area be conducted in a comprehensively well-planned manner and that redevelopment in the area does not cause neglect and blight of sound properties. The proposed land use is based on existing land use and trends in the general area, (see the Proposed Land Use map on page 46), sound

BLUE RIDGE CORRIDOR PLAN



The area is adjacent to area 1, which is recommended to be residential. Limited accessibility would preclude the development of high intensity uses; therefore, the future uses of this development unit should be very-low-density (not more than 5.8 units per acre) residential.

Development Unit #3

This area is about 3 acres in size and is located on the south side of 86th Street, directly south of Development Unit #2. The same physical characteristics discussed in area 2 are applicable to this tract. This development unit, however, is adjacent to commercial uses (a motel) to the south. Thus, moderate density (8.7 to 14.5 units per acre) residential uses, which would serve as a buffer between the low-density residential uses to the north and the commercial development to the south, would be appropriate.

Development Unit #4

This area, which is totally developed with 16 single-family units, is located directly north of Bannister Road and about 500 feet east of Benjamin Plaza. West of these residential units the land use is commercial; to the north and east the land is zoned R-1a and is mostly vacant; and to the south, across Bannister Road, the area is all single-family. The site contains about 5 acres and has direct frontage on Bannister Road. All utilities are available.

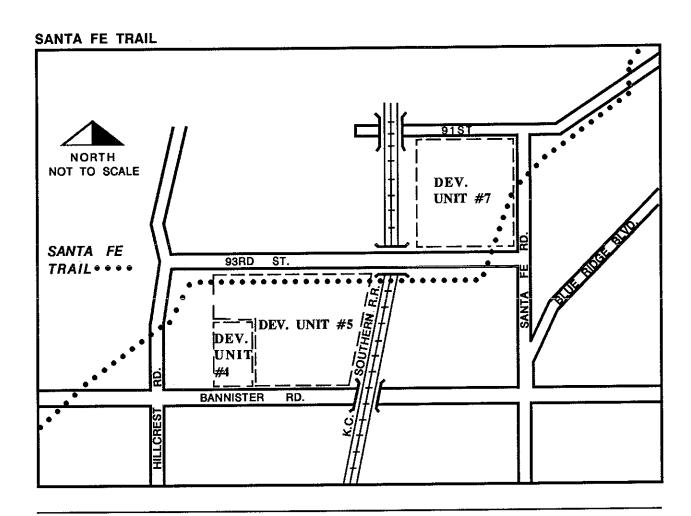
While this property is currently zoned for residential uses (R-1a), the parcel is adjacent to commercial development to the west, and accessibility and visibility from Bannister Road are good. Moreover, the property directly to the north and east, which is mostly vacant, may also develop with a mixture of retail/office commercial (Development Unit #5). For these reasons, a retail commercial or office use of this property would be appropriate. However, the development of this site should be accompanied by a development plan and be compatible with the existing and proposed commercial uses to the west and to the north. In addition, if the land to the north and east (Development Unit #5) is developed for commercial uses, any plan for developing unit #4 should be compatible with development plans for Development Unit #5.

Development Unit #5

This site contains approximately 50 acres and is south and east of the Benjamin Plaza Shopping Center and between 93rd Street

In order not to penalize owners for preserving land for the trail, such preserved land should be included as part of the total acreage when determining the appropriate zoning, setbacks, and building sizes for sites in this unit.

- The Santa Fe Trail should be a continuous path within the development unit with a minimum of interruptions or encroachments.
- City staff should study the legal methods deemed most appropriate for preserving, managing, and developing the trail (with reference to the guidelines outlined in the "Santa Fe National Historic Trail Comprehensive Management and Use Plan" of May 1990 by the National Park Service, United States Department of the Interior) and report on its findings to the City Plan Commission and City Council.



This Development Unit is about 21 acres in size (excluding Palestine cemetery), is located north of Blue Ridge Boulevard and between Santa Fe Road and Corrington Avenue, with a northern boundary about 700 feet north of Blue Ridge Boulevard, and is zoned for single-family residential uses (R-1a). Currently, the site contains 7 single-family houses and a day care center. Most of the structures are in good condition and only two buildings are in need of repair. This property is adjacent to commercial development to the south. North and east of the area is single-family residential; and to the west the land is vacant (Development Unit #7). Low-density residential uses (0 to 7.26 units per acre) for the area of this site east of Santa Fe Road would be compatible with the existing land use and also would be an extension of the recommended low-density residential uses west of this parcel (Development Unit #7). That part of the unit fronting on Blue Ridge Boulevard, because of its accessibility and visibility from this street, could develop with low-rise (one-story) offices.

Development Unit #9

This triangular parcel of land, which is about 0.7 acres, fronts on Blue Ridge and is located east of Blue Ridge Boulevard about 1,200 feet southwest of its intersection with Eastern Avenue, at 9301 Blue Ridge Boulevard. While it is currently zoned for residential uses (R-1a), the tract is adjacent to commercial development on the south and a public use (school) on the east. Moreover, the property directly to the west, across Blue Ridge Boulevard, is also developed with commercial uses. Because of its surrounding land uses, a retail commercial or office use of this property would be appropriate with respect to the surrounding uses. However, the development of this site should occur with a development plan showing locations of the structures, square footages of the buildings, and locations of parking and landscaping, and should be compatible with the existing commercial uses to the south. Cross access easements (the right to cross over onto another person's property) should be encouraged so as to minimize the number of curb cuts on Blue Ridge Boulevard.

Development Unit #10

This parcel, which is about 6.6 acres, is located south of 93rd Street and east of Newton Drive and is currently zoned for both

family dwellings. Four of these units are clustered in the eastern part of the site. The land use north of this area is low-density single-family residential; Darter Park is located to the south; to the west, on the west side of Hillcrest Road, there is a 350-unit apartment complex; and to the east, the area is bounded by I-470. The existing zoning is R-1a, single-family residential, which permits 5.85 units per acre. The land has frontage on 103rd Street and Hillcrest Road.

An appropriate use for this property would be low-density (0 to 7.26 dwelling units per acre) residential uses. This use would be compatible with the existing residential uses to the north and the parkland located to the south.

Development Unit #13

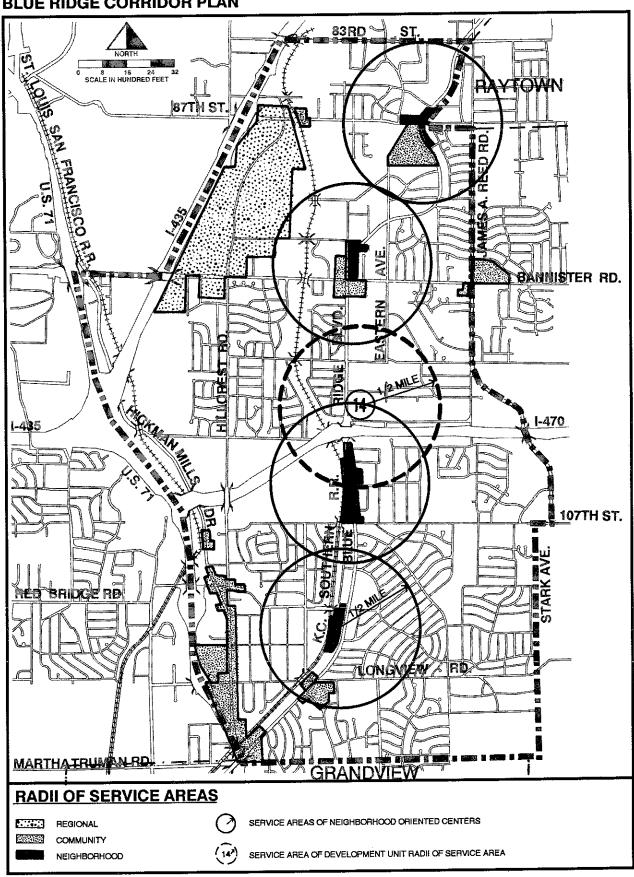
Development Unit #13 is bounded on the north by I-470, on the south by 107th Street, on the east by the K.C. Southern Railroad Tracks, and on the west by a large tract of land which contains a single-family dwelling. The land is zoned R-2b/CUP and has an area of approximately 118 acres. In December 1970 the City Council approved a development plan for the construction of a mixture of single-family and multifamily units (townhouses, triplexes, fourplexes), but no activity has taken place since the project was approved. The density of the project was 6.21 units per acre; the R-1b Zoning allows up to 7.26 units per acre. Accessibility is limited to 107th Street, which is a local street (a street that serves mainly residential uses). Topography in most of the area is moderately rolling with a few slopes above 10 percent throughout the site, but in general, the land does not present problems for residential development.

To the north the site is adjacent to I-470; to the east, east of the Railroad Tracks, the land is retail commercial; and to the south and to the west the area is single-family residential. Because of its limited accessibility, an appropriate use for this Development Unit would be low-density residential (0 to 7.26 units/acre). Low-density residential uses would also be compatible with the existing single-family uses south of the development unit.

Development Unit #14

This Development Unit, located between 102nd Street and the rear lot lines of houses fronting on 100th Street Terrace and east of Blue Ridge Boulevard, has an area of approximately 10 acres.

BLUE RIDGE CORRIDOR PLAN



This is a vacant 67-acre parcel of land located east of I-435 and about 1,200 feet south of Bannister Road. Land use to the north is retail commercial (Bannister Square Shopping Center); to the south the land is zoned industrial and is occupied by Marion Merrell Dow, Inc; to the east there are single-family units; and to the west the land is adjacent to I-435. The topography is moderately rolling, and it does not present problems for future development.

In October of 1989 the City Council rezoned the site to District M-1p (Light Industrial-limited uses) and approved a development plan for 1,194,000 sq. ft. of research and development space. The applicant for this plan was Marion Merrell Dow, Inc. The plan indicated heavy landscaping between the proposed office park/manufacturing facility and the single-family residences to the east. Furthermore, no vehicular access was proposed through the residential area. Thus, this proposed use, because of its compatibility with the existing uses to the north and south, is appropriate.

Development Unit #18

This area, about 20 acres in size, is located at the southeast corner of 71 Highway and Bannister Road. The area is developed with commercial uses such as bars, mini-warehouses, and liquor stores. There are three tracts of vacant land in the area: two on the west side of Hickman Mills Drive and another one at the southeastern part of the area. Of the two tracts located on the west side, a car dealership was approved for one of them (May 1980) and an office/warehouse facility was approved for the other one in May 1988. These plans have never been implemented.

This development unit contains a variety of zoning districts, such as agricultural districts (RA), open commercial districts (C-2), planned commercial districts (CP-2), and open industrial categories (M-1, light industrial). While most of the uses on this stretch of Hickman Mills Drive appear to be legal (uses are allowed under the existing zoning), there are others--e.g. open storage in areas zoned RA--that may be in violation of the current zoning.

The City is in the process of realigning part of Hickman Mills Drive in this area. From a point approximately 1,100 feet south

This unit is approximately 11 acres in size and is located south of I-470 and between Hickman Mills Drive and Hillcrest Road. The land is mostly vacant but it contains 7 small single-family units located at the southern edge of the site, which is zoned R-1a (single-family dwellings up to 5.8 units per acre). The site has direct access to Hickman Mills Drive and Hillcrest Road. North of the property the land is bounded by I-470; to the south, the land use is commercial (boat repair, auto repair); to the east, the land is developed with single-family residential uses; and to the west the area is developed with a mixture of commercial (motel, car wash supplies) and light industrial (brick salvage and sales) uses. Topography is gently rolling and is suitable for all type of development.

Zoning along Hickman Mills Drive is a mixture of commercial, light industrial, and residential districts; on Hillcrest Road the zoning is residential.

Along Hickman Mills Drive, because of its surrounding land uses, retail commercial or light industrial uses would be appropriate; along Hillcrest Road, a continuation of the existing low-density (0 to 7.26 units per acre) pattern of development would be an appropriate use. However, heavy landscaping and/or berms should separate the residential from the non-residential uses.

Development Unit #20

This property, which is mostly vacant, consists of approximately 8 acres and is located on the west side of Hickman Mills Drive and south of I-470. Hickman Mills Drive provides good accessibility, and the 71 Highway interchange at Red Bridge Road is less than a mile from the site. North of the property there is a motel; to the south, the land is used as a parking lot for school buses; to the east, fronting on Hickman Mills Drive, the area is developed with a day care center, an auto and recreational vehicle repair shop, and a boat repair shop; and to the west, the land is bounded by 71 Highway. The zoning is predominantly M-1 (light industrial), with C-2 zoning (local retail businesses) located at the north and south ends of the site. There is a brick salvage and sales business in the northeast corner of the area, a business which is not permitted under the existing C-2 zoning.

The existing single-family development west of the property and the public use to the south (Ervin Jr. High) would indicate that an appropriate use for the site would be very-low-density (not more than 5.8 units per acre) residential uses.

Development Unit #24

This site is located approximately 600 feet south of 107th Street and on the west side of Marsh Avenue. This open and gently rolling area, which is zoned R-1a, has an area of about 5 acres. Land use to the north and to the west is single-family residential; to the east, the area is developed with townhouses and apartments with a density of 10.6 units per acre; and to the south an old elementary school has been converted to office uses.

The existing very-low-density (not more than 5.8 units/acre) to moderate-density (8.7 to 14.5 units/acre) residential development of the area surrounding the site would dictate the type of land use of this development unit. Thus, a very-low-density (up to 5.8 units per acre) residential development would be appropriate for this site because it is compatible with the surrounding land uses, especially the single-family development west and north of the site.

Development Unit #25

This Development Unit is located between Holiday Drive and Newton Avenue and south of 117th Terrace. The terrain is flat, mostly vacant, and has an area of approximately 14 acres. The land is zoned R-3 (low-rise apartments), which allows up to 14.5 units per acre. To the north and to the east, the area is developed with apartments; to the west the land use is single-family residential; and to the south the land is undeveloped.

A plan to develop 192 apartments and 14 townhouses on this site was approved by the City Council in August of 1984. This plan, however, has never been implemented. An appropriate use for this site would be moderate-density (8.7 to 14.5 units per acre) residential development. Such density would be very similar to the density of the approved project (14.4 units/acre) and the use would be compatible with the existing uses.

ZONING RECOMMENDATIONS

This plan makes recommendations in two categories: 1) residential areas; and 2) retail/office development.

- 1) For areas zoned for residential uses (R-1, R-2, R-3), this plan recommends that the zoning generally remain the same and not increase to allow more intense land uses. However, there are some existing residential areas (some vacant, some developed) that, because they are adjacent to retail commercial uses, may experience interest in development or redevelopment to more intensive land uses. These areas are identified in the prior section of this report, "Development Units." (See Development Units Map on page 29.)
- 2) For retail/office areas this plan recommends that future zoning requests for these types of uses be accompanied by a development plan, and that the parcels to be developed be of significant size (a minimum area of 3 acres). Though this minimum size is not a requirement, it is recommended for improved site design. Regardless of the type of zoning, the developments should adhere to the following urban design guidelines.

URBAN DESIGN GUIDELINES FOR THE ENTIRE BLUE RIDGE CORRIDOR AREA

The guidelines included in this plan are listed under three categories:

- BUILDING FORM AND PLACEMENT
- SIGNS
- LANDSCAPING

BUILDING FORM AND PLACEMENT

 When a project zoned for office or retail use is located adjacent to the residential zones of R-1, R-2, R-3, and R-4, new retail/office construction should respect the existing building scale and character of the residential neighborhood.

URBAN DESIGN GUIDELINES FOR THE ENTIRE BLUE RIDGE CORRIDOR AREA

SIGNS

- Durable, long-lasting materials such as concrete, brick, stone, metal panels or heavy-weight plastic panels should be used on all signs, including wall signs and temporary signs. Materials such as plywood or painted masonry are not recommended.
- All signs, including the sign face, base, lighting, and landscaping, should be maintained in good condition at all times.
- All monument signs should be designed so that the base and the sign face are proportional to each other. For the purpose of these guidelines, a "monument sign" is defined as a free standing sign where the length of the base of the sign is a minimum of 75 percent of the length of the longest part of the sign itself.
- Monument signs should not exceed 4 1/2 feet in height and should be set back 10 feet from the street property line.
- When floodlights are used to illuminate signs, they should be designed to eliminate glare and to avoid shining into the right-of-way of adjacent streets, highways, and adjoining lots.
- Landscaping of monument signs is encouraged. Landscape materials include trees, shrubs, groundcovers, and flowering plants and should complement the existing or proposed landscaping of the project.
- Moving or revolving signs and flashing signs are discouraged.

LANDSCAPING

- A buffer zone should be provided between commercial development and residential units. Lush landscaping between commercial and residential uses and between the sidewalk and commercial parking lots can add rich character to the neighborhood.
- Buildings and parking areas in any development should be extensively landscaped. Parking lot landscaping should

- 4. The City should review development plans on Blue Ridge Boulevard so as to improve the appearance and development of the area.
- 5. The City should develop ways to ensure and finance streetscape improvements on other streets in the area.
- 6. The City Planning and Development Department should prepare an amendment to the Zoning Ordinance that requires greater buffering between non-residential and residential uses.
- 7. The City should study the legal methods deemed most appropriate for preserving the Santa Fe Trail, and staff should report on their findings to the City Plan Commission and City Council.

In addition to City actions, neighborhood and business organizations should organize a system for reporting code violations to the proper City departments, including both housing code and zoning ordinance violations.